



**CAREER CLUSTER**  
Business Management & Administration

**CAREER PATHWAY**  
General Management

**INSTRUCTIONAL AREA**  
Customer Relations

## **RETAIL MANAGEMENT EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Determine customer acquisition and retention strategy.
2. Determine alternative actions to take when goals are not being met.
3. Build and maintain relationships with customers.
4. Demonstrate a customer service mindset.
5. Explain factors that influence customer/client/business buying behavior.

## **CASE STUDY SITUATION**

You are to assume the role of director of operations for FLY THRU, a regional chain of convenience stores. The president of the company has asked you to create a strategy for customer recruitment and retention as merchandise sales sink.

FLY THRU has 100 locations in the region it serves. The company provides customers with fuel pumps and stores full of convenience items. When the company first opened in 1990, it simply offered small grocery items such as packaged snack foods, beverages, newspapers and small-sized household items. In the last several years, FLY THRU has widened its product mix to include ready-to-eat breakfast and lunch items, baked goods, gourmet coffees, fresh fruit and a variety of healthy snack items. The stores also added several aisles of common pantry items for customer convenience.

The early 2010s saw a boom in merchandise sales among convenience stores. Customers stopping for gas were thrilled to also purchase hot breakfast items and coffee on the way to work, or to pick up a fresh salad or sandwich for lunch. The additional aisles of pantry items helped FLY THRU and similar stores maintain market share, as customers did not need to visit a supermarket to acquire needed last-minute or forgotten items.

In 2016, sales began to decrease and in 2017 the entire convenience store industry saw the weakest merchandise sales growth in a decade. Analysts have reported five possible reasons for the significant decline:

- Fast food restaurants now offer cheaper prices/value menus to draw in customers
- Supermarkets have added ready-to-eat meals and snacks for convenience
- Dollar-type stores are adding new locations everyday
- Amazon and other online markets offer quick delivery for basic items
- Supermarkets offer rewards for cheaper fuel prices

## **YOUR CHALLENGE**

The president of FLY THRU wants you to analyze the listed possible reasons for the decline in merchandise sales and develop a plan to gain new customers and maintain relationships with current customers.

You will present your ideas to the president of the company in a meeting to take place in the president's office. The president may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**RETAIL MANAGEMENT, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

ICDC Preliminary

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Determine customer acquisition and retention strategy?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine alternative actions to take when goals are not being met?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build and maintain relationships with customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Demonstrate a customer service mindset?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						